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USSR CONSUMER GOODS AND DOMESTIC TRADE

No. 8

(Selected Translations)

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USSR CONSUMER GOODS AND DOMESTIC TRADE  
No. 8  
(Selected Translations)

[This report contains the translations of selected items on consumer goods and domestic trade in the USSR. Complete bibliographic information accompanies each article.]

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## CONSUMER GOODS

### SPECIALIZED APPLIANCE PRODUCTION

/Following is the translation of an article in  
Sotsialistichiskiy Trud (Socialist Labor), No.  
3, March 1961, page 57.7

...Together with this, our industry does not yet have specialized enterprises turning out household appliances. Almost all items for household use are manufactured in consumer goods shops as a second-rate undertaking.

Today, nine plants in eight cities in the nation are occupied with refrigerator manufacture. All of them, with the exception of one plant in the city of Vasil'kov in Kiev-skaya Oblast', produce refrigerators in consumer goods shops. In the absence of a unified design office all the consumer goods shops spend vast sums on the development of new refrigerator models and often repeat one and the same mistake in design. Currently mass production is still not going right. All this increases the basic cost of producing these goods. The same thing applies to washing machines, floor polishers and vacuum cleaners.

Specialized enterprises would be able to produce a great many more household appliances. New advanced technology and mass production should permit considerable reduction in the cost of these products.

## DEVELOPMENT OF THE SUGAR INDUSTRY IN THE FIRST TWO YEARS OF THE SEVEN YEAR PLAN

Following is the partial translation of an article by S. I. Gerasimov in Sakharnaya promyshlennost' (The Sugar Industry), No 4, April 1961, pages 1-5.

In accordance with the plan adopted at the 21st Party Congress for the development of the national economy the plantings and state purchases of sugar beets have been expanded, the productive capacity of the sugar industry has been built up at a high rate, and the output of the basic product, raw sugar, has grown considerably over the last two years of the Seven Year Plan.

### Growth in Capacity of Sugar Mills

By the end of 1958 there were 236 sugar mills in the Soviet Union with a total capacity of 2,953,100 double centners of sugar production per day. In 1959, the first year of the Seven Year Plan, 13 sugar mills (including the II Tovarkovskiy Mill with a capacity of 15,000 double centners of sugar per day, built with capital investment funds for reconstruction of existing mills) with a total capacity of 285,000 double centners of daily production of raw sugar were put into operation and the capacity of existing mills was increased by 317,200 double centners.

The plan for the capacity increase in 1960 has not been fulfilled: of 18 sugar mills with total capacity of 360,000 double centners of raw sugar a day projected by the plan, only 13 new enterprises with a total capacity of 265,000 double centners have been put into production; the increase in production coming from expansion and reconstruction of existing mills comes to 362,300 double centners instead of the planned 369,000 double centners of sugar production per day. Thus, in the first two years of the Seven Year Plan, 26 sugar mills with a total daily production of 550,000 double

centners of raw sugar were built and put into operation, and the capacity of the existing mills was increased by 677,500 double centners. The total growth for this period (1959-1960) came to 1,179,500 double centners of daily sugar production, the equivalent of 79 15,00 double centner mills.

In January 1961, 262 sugar mills were operating in the USSR and their daily capacity (taking account of the 1 January 1960 recalculation of capacity figures) was 4,182,600 double centners of raw sugar production.

Data on the increase of capacity of the sugar mills in the Union republics are presented in Table 2.

TABLE 2

GROWTH OF SUGAR CAPACITY BY REPUBLIC

Republic	Number of Mills		Recorded Capacity in thousands of double centners of sugar produc- tion per day	
	As of 1/1 1959	1961	As of 1/1 1959	1961 (pre- liminary)
RSSSR . . . . .	50	67*	661.1	1196.6
Ukrainian SSR . . . . .	162	167**	1970.3	2556.3
Belorussian SSR . . . . .	1	2	9.5	27.7
Kazakh SSR . . . . .	5	5	68.9	77.2
Georgian SSR . . . . .	1	1	12.7	13.2
Lithuanian SSR . . . . .	3	3	36.0	37.3
Moldavian SSR . . . . .	5	6	80.0	102.0
Latvian SSR . . . . .	3	3	36.0	35.7
Kirgiz SSR . . . . .	5	5	71.1	79.1
Armenian SSR . . . . .	1	1	7.5	7.5
Total USSR . . . . .	236	260	2953.1	4132.6

\* Excluding the Chernyanskiy Sugar Mill

\*\* Excluding the Kamenets-Podolskiy Sugar Mill

continued on following page

Increase in Capacity During  
1959 - 1960

Republic	Total	As Result of Reconstruction of Existing Mills		
		In 1000's of double centners 1/1 1959	As % of of double centners 1/1 1959	As % of of daily capacity output
RSFSR . . . . .	535.5	81.0	180.5	23.5
Ukrainian SSR . . . .	586.0	29.7	471.0	17.4
Belorussian SSR . . . .	18.2	191.5	3.2	33.7
Kazakh SSR . . . . .	8.3	12.0	8.3	11.2
Georgian SSR . . . . .	0.5	3.9	0.5	3.9
Lithuanian SSR . . . . .	1.3	3.6	1.3	3.6
Moldavian SSR . . . . .	22.0	27.5	7.0	8.8
Latvian SSR . . . . .	(-0.3)	--	--	--
Kirgiz SSR . . . . .	8.0	11.2	8.0	11.2
Armenian SSR . . . . .	--	--	--	--
Total USSR . . . . .	1179.5	39.9	679.5	21.3

In 1960 three sugar mills were put in operation in Krasnodarskiy Kray: the Kinskiy, Labinskiy, and Kurganskiy mills, with a capacity of 25,000 double centners of sugar production a day. Now in this kray there are 15 sugar mills in operation with a total capacity of 375,000 double centners, of which 13 are new and two are reconstructed old mills.

In addition, the following new sugar mills with the same capacity (25,000 double centners) were put into operation in 1960: Chernyanskiy in Belgorodskaya Oblast, Dubinskij in Rovenskaya Oblast, Vladimir-Volynskiy in Volynskaya Oblast, and Kamenets-Podol'skaya in Khmel'nitskaya Oblast. Also in 1960 the following 15,000 double centner capacity sugar mills were put into operation: Buinskiy in the Tatar ASSR, Pinerovskiy in Saratovkaya Oblast, Lebedyanskiy in Lepetskaya Oblast, Meleuzovskiy in the Bashkir ASSR, Diger-skij in the Northern Ossetian ASSR, and Faleshtskiy in the Moldavian SSR.

In 1959 and 1960 432 million rubles of capital in-

vestment was made in the sugar industry (new currency rates). In accordance with the control figures of the Seven Year Plan for 1959-1965, 88 sugar mills were to be built. Of this number, 25 mills (excluding the Tovarkovskiy) have already been built and put into operation, and 49 others are in the process of construction. Thus, construction on only 14 has yet to be begun before the end of the Seven Year Plan. The capacity of the majority of the mills being built is 30,000 double centners of raw sugar a day. Ten of the mills (seven in the RSFSR and three in the Ukraine), which have been furnished completely with imported equipment, will have a daily capacity of 50,000 double centners of raw sugar.

The plan for the development of the sugar industry projects expansion into the eastern rayons of the nation. Sugar mills are being built in the Altayskiy and Krasnoyarskiy krays, in the Gor'kovskaya and Ul'yanskaya oblasts, and the Tatar, Bashir and Mordva autonomous republics. Many of the existing mills and all new mills will have shops for sugar extraction from molasses syrup by the lime separation method. It should be noted, however, that construction of separation units lags considerably behind the plan. For example, in the second half of 1960 48 of these units were to be in operation, but in fact there were only 24 (13 in the RSFSR and 11 in the Ukraine).

The sugar refining industry in the last two years has also continued to grow. The capacity of sugar refineries and refining shops on 1 January 1961 stood at 72,900 double centners of lump sugar a day. In two years of the Seven Year Plan a refining shop was put into operation at the Nur-latskiy Raw Sugar Mill in the Tatar ASSR with a daily capacity of 2,000 double centners of lump sugar, and the capacity of existing sugar refineries has been increased by one thousand double centners of daily lump sugar production.

A new sugar refinery with a daily capacity of 4,000 double centners of lump sugar is being built in the city of Ussuriysk in Primorskiy Kray, and construction is being completed on the refining shop of the Uvarovskiy Sugar Mill in Tambovskaya Oblast. The Ussuriyskiy Refinery works on raw sugar of domestic origin or imported raw sugar. The first unit of the Ussuriyskiy Refinery and the refining shop of Uvarovskiy Mill are to be put into operation this year according to the plan. Construction for expansion of capacity has begun at the following plants: Moskovskiy (Krasnopresnenskiy) to 6,000 double centners daily and 4,000 at the Tula plant; besides this, reconstruction with new equipment is being conducted at the Sumskiy (Krasnozvezdinskiy), Cherkasskiy and Khutor-Mikhailovskiy refineries, and at the Berdinchevskiy and Odesskiy for processing raw sugar. In the reconstruction of the old refineries it is planned to substi-

tute automated presses for the main labor consuming means of extraction.

The output of raw sugar from beets in 1960 was lower than in 1959, as the beet had a lower sugar content, the production season began late in a number of republics, and many mills stood idle because there was not enough sugar.

In 1960, 5,263,600 tons of raw sugar were processed from beets while in 1959 there were 5,992,600 tons. Output of sugar in the USSR in the second half of 1960 was 12.43% of beet weight, on the average, and in 1959 was 13.38%. However, the total production of raw sugar during the first two years of the Seven Year Plan surpassed the output of the two years preceding the Seven Year Plan by 1,806,800 tons, as is evident from the data in Table 3.

TABLE 3

Republic	Output of granulated sugar from beets (in thousands of tons)						
	1957	1958	1957 & 1958	1959	1960	1959 & 1960	57-58 as % of 59-60
RSFSR	853.3	1099.0	1952.2	1342.1	1360.8	2702.9	138
Ukrainian SSR	2952.2	3645.0	6597.2	4100.8	3340.6	7441.4	113
Belorussian SSR	14.3	18.6	32.9	22.2	32.3	54.5	166
Kazakh SSR	107.5	107.2	214.7	120.5	108.7	229.8	107
Georgian SSR	11.9	15.2	27.1	23.0	16.4	39.4	145
Lithuanian SSR	34.1	55.3	89.4	62.1	47.7	99.8	112
Moldavian SSR	73.1	125.3	198.4	157.0	180.6	337.6	170
Latvian SSR	34.1	46.6	80.6	41.8	34.4	76.2	94
Kirgiz SSR	113.5	122.3	235.8	120.9	128.1	249.0	105
Armenian SSR	9.4	11.6	21.0	12.2	14.0	26.2	125
Total in USSR	4203.4	5246.0	9449.4	5992.6	5263.6	11256.2	119

Sugar mills processed 1,232,500 tons of raw cane sugar imported from Cuba.

In all, 1,096,700 tons of sugar were produced in 1960. Thus, the total production of raw sugar (from beets and cane) in 1960 amounted to 6,360,700 tons, 349,500 tons more than in 1959.

Tasks for 1959. The economic plan for 1961 provides for a further expansion of capacity of the sugar industry by introduction of 12 new sugar mills with a total beet processing capacity of 275,000 double centners a day, and counting five mills not put into production in 1960, a total of 370,000 double centners a day. The following new sugar mills are to be put into operation: Cheremnovskiy in Altayskiy Kray; Zalegoshenskiy in Orlovskaya Oblast, Romodanovskiy in the Mordva ASSR, Kirsanovskiy in Tambovskaya Oblast, Gryazinskiy in Lipetskaya Oblast, Alekseevskiy in Belgorodskaya Oblast, Shalinskiy in the Chechen-Ingush ASSR, Kotovskiy and Zaplavskiy in Odesskaya Oblast, Zolochevskiy in L'vovskaya Oblast, Novo-Ukrainskiy and Aleksandriyskiy in Kirovogradskaya Oblast, (this mill has already been put into operation), Savintsovskiy in Kharkovskaya Oblast, Borshovskiy in Ternopol'skaya Oblast, Kayndinskiy in the Kirgiz SSR and Bratushanskiy in the Moldavian SSR.

The sugar beet procurement plan for 1961 has been set at 631 million centers, i.e., 20% more than the 1960 harvest.

In accordance with the plan, the sugar mills are to increase sugar beet processing in the second half of 1961 by 26.6 percent in comparison with the corresponding period of last year.

These problems are very complex and their solution demands the greatest effort of all workers of the sugar industry but it cannot be doubted that the workers of the sugar industry will fulfill them and meet the 22nd Party Congress with new production achievements.

## PRODUCTION OF GOODS FOR HOUSEHOLD USE

Following is the translation of an article in  
Ekonomicheskaya Gazeta (Economic Journal), 19  
April 1961.

The output of items for everyday use and appliances has been steadily increasing. It is sufficient to say that in these last two years of the Seven Year Plan around 11 billion rubles (in new prices) worth of these items was delivered to trade organizations, which was 750 million rubles more than planned. In the current year 6.5 billion rubles worth of these products will be turned out. This is 12.6 percent more than 1960.

Many specialized enterprises and producers now turn out goods that are better than earlier ones in quality, comfortable and attractive. Introduction of new technology and advanced methods could not but play a positive role in this regard.

As we see, the growth in production of items of everyday use and appliances in these last two years of the Seven Year Plan has by far exceeded the tasks of the control figures. Still the demand of the public for certain products is, nevertheless, not completely satisfied. Television sets, refrigerators, pianos, electrical appliances, and several other goods are lacking in retail trade.

In addition, in a number of cities and villages in the Ukrainian SSR, Siberia, the Urals, the Far East, Central Asia and Kazakhstan one cannot always buy such basic mass consumption goods as meat grinders, metal dishes, hinge and keyhole hardware, stove and household castings, pitchforks, shovels, and sporting goods. All these, as well as many others, are brought here from other rayons of the country, although production of these items could be organized locally. To Omskaya Oblast, rich in forests, they bring chairs and children's sleds and to Sverdlovskaya Oblast they bring hangers, pitchforks, and kerosene lamps from Riga and potato peelers, baskets for drying dishes, and shoe brushes from Leningrad.

Last year the enterprises of Georgia and Moldavia did not fulfill their production plans for washing machines: the enterprises of the Tambovskiy, Chelyabinskij, Kemerovskiy, and Orenburgskiy sovnarkhozes did not give the people refrigerators, of the Belorusskiy -- cameras, and of the Kabardino-Balkarskiy -- tension stabilizers (stabilizatory napryazheniya). The sovnarkhozes of the RSFSR and the Ukraine produced fewer sewing machines than were required.

The sum of the work of industry for January, February, and March of this year shows than even now not all the enterprises and sovnarkhozes are devoting sufficient attention to the production of goods for everyday use and appliances. In the three months trade organizations have been undersupplied thousands of sewing machines, radio receivers and consoles, motorcycles, television sets, washing machines and cameras.

Naturally, the unfulfillment of the production plan for these and many other goods has led to interruptions in trade.

The quality and outer finish of many goods leave much to be desired. More than half of the word illegible china that we produce is still second quality. As formerly the buyer is offered metal bedsteads of old designs, clumsy and unattractive. Television sets of several kinds do not provide expected reception and quickly go out of order. Complaints have been made about the poor quality of sewing machines from the Popol'skiy Plant (director, Kapralov), women's wrist watches from the Penzenskiy ? not clear Clock Factory (director, Skoriyakov), cameras from the Krasnogorskij Optical Mechanical Plant (director, Yegorov), pianos from the Chernigovskaya Plant (director, Govzman).

In some places they have for a long time been tightening up on development of new products and design of improvements. The sovnarkhoz of the Georgian SSR, for the second year, is "busy" mastering electrical vacuum cleaners. Still longer -- since 1958 -- the Azerbaydzhanskiy Sovnarkhoz has been initiating production of room air conditioners. The "Electroshirpotreb" Plant of the Moldavskiy Sovnarkhoz is not hurrying the initiation of tape recorders and the Krasnogorskij Optical Technical Plant has been delaying production of new simpler and cheaper cameras. The Tul'skiy and Sverdlovskiy sovnarkhozes have not provided for organization of series production of centrifugal washing machines with timers. The Chelyabinskij Sovnarkhoz still does not produce enameled ironware and the Rostovskiy Sovnarkhoz has in no way assimilated the manufacture of electric irons with thermostats.

The first sentence of the next paragraph is illegible. The translation picks up with the second sentence.  
Meanwhile the planning organs in some areas devote very little

attention to the ascertainment, counting and utilization of these reserves. If only one could explain to them that the metal working plants are without proper assortment on hand /? illegible/ and the wastes of woodworking production can be made into a great many necessary items.

An earnest sovnarkhoz worker should busy himself with the utilization of wastes from heavy industry and local raw materials in the production of consumer goods. Now the role in local industry will grow considerably in the small producers' artels. However, the process of strengthening the small /next word illegible/ enterprises has been drastically curtailed. Some of them have stopped production of the most necessary goods in expectation of unification and specialization.

Other no less significant reserves for strengthening the production of goods are saving in raw and other materials and the reduction of the norms for expenditures per unit of production and substitution of plastics and other synthetic materials for materials in short supply.

The design and technology bureaus must do a great deal in this respect. However, such bureaus have not been set up at many plants, although the time for their organization is running out. For example, there is no leading design and technology bureau for the development of new models and types of washing machines, and quite a few factories are producing them -- 45 throughout the country.

It is necessary to hasten the organization at leading enterprises of design and technological bureaus or experimental laboratories. It is also necessary to improve the work of existing bureaus a project which has not been carried too far.

In several of the union republics the planning of many goods for everyday use and appliances has been transferred by the state planning commissions to the sovnarkhozes, and the sovnarkhozes in their turn have entrusted such an important job as the determination of the level of production of many household items directly to the enterprises. This has led to very undesirable consequences. How large a quantity of these or those goods should the enterprises determine to produce for the public when they base their estimates on local needs and not on the demands of the republic trade organizations which must send these goods to the rayons where they are not produced? In addition, in the past two years almost 45 sovnarkhozes which took advantage of the slackening of control, under the guise of specialization, stopped production at several plants of products in national demand.

The trade organizations are to blame for the curtailment or complete cessation of production of everyday articles

and household products. The Ministries of Trade of the Union republics, the Tsentrosoyuz and the wholesale bases subordinated to them have not maintained day to day contact with the enterprises and sovnarkhozes, allow serious miscalculations in the estimates of the demand for quantities of goods, study demand poorly and lose sight of the fact that the consumer today wants more new high quality and well-styled goods. This is exactly why the trade organizations sometimes insist without sufficient foundation on the curtailment of production, mistakenly thinking that these goods are not in demand.

In 1952 industry produced more than two million meat grinders. Under pressure from trade organizations, production of these products was reduced more than by one half. Here are the consequences: although meat grinders are now produced in the amount of more than six million a year, they have come into short supply. The same thing has happened with the production of electric irons: in 1955 5.3 million units were produced and in 1957 -- 1.6 million, which the trade organizations considered sufficient. Now the industry is producing more than 7 million electric irons a year and demand for them, as before, exceeds supply.

Planning for production of goods in national demand should not, it follows, be shifted to others. There is no one other than the planning organs that should determine the level of output of articles of everyday use intended for inter-republic consignment as well as for consignment within the republic itself.

In the gosplans of the Union republics it is necessary to strengthen the structural subdivisions which engage in production planning for everyday and household articles, staffing them with workers who know their business. One of the deputy chairmen of the sovnarkhoz should manage the execution of the production plan.

The Councils of Ministers of the RSFSR, Ukrainian SSR and of several other republics must hasten the creation of additional capacity for the production of technically intricate household appliances and devices and, most of all, take steps to speed the beginning of operations of the enterprises already being built.

It should not be acknowledged as correct that the construction of a radio phonograph shop took 10 years in Novosibirskaya Oblast, for example; that seven years ago construction began on the Kalyzhskaya Plant for production of piano mechanisms; that a refrigerator plant has been under construction for four years in Chelyabinskaya Oblast, and that five years have been spent on construction of the Borislavskiy Ceramic China Factory.

The starting schedules have been frustrated for the

Tulunskiy Glass Factory, in the Irkutskiy Sovnarkhoz, the ceramic china plants in the Bashkir ASSR, Kemerovskaya Oblast, Primorskiy Kray and four plants in the Ukrainian SSR. Meanwhile, on the market there is a great lack of porcelain and ceramic ware and quality china in large assortments. We observe in passing that the capacity of existing china and glass factories has been poorly built up and production technology improves slowly.

Everyday articles and household appliances are produced today by only a thousand enterprises of the sovnarkhozes and local industry. Their network is continually increasing. The time when products, which for the time being are not overabundant, will be always available in the stores in the widest possible selection is not far distant. We are striving so that in this very year the public will receive many more of these products than before.

## MORE FABRICS -- HIGH QUALITY AND VARIETY

Following is the translation of an article in Tekstil'naya Promyshlennost' (The Textile Industry), No 4, April 1961, pages 1-3.<sup>7</sup>

Throughout our broad land socialist competition has unfolded in anticipation of the 22nd Party Congress. The workers of the textile industry together with the whole nation are readying production gifts. Their strength is directed towards giving the beloved Motherland more high quality textiles of various designs.

In the current Seven Year Plan the workers of the textile industry must fulfill a crucial task. The production of textiles is scheduled to rise from 7.4 to 10.3 - 10.6 billion meters. Production of goods with the greatest consumer demand must grow at a particularly high rate. In the cotton textile industry, for example, production of calico must increase 1.6 times; napped fabrics, both velveteen and velvet, 4 times; and blended (melanzhevyye) fabrics, 1.8 times. It is expected that the output of high quality staple fiber fabrics will be increased considerably as will production of natural, artificial, and synthetic combinations and children's wear fabrics.

In the first two years of the Seven Year Plan the textile industry made a heavy investment towards the resolution of these tasks. It produced 800 million meters of various fabrics over the control figures. Currently we are turning out more fabrics than France, England, and the German Federal Republic combined. In production of woolens and linen, our country is number one in the world.

Over the last two years favorable changes have taken place in the area of expansion of product assortment in all branches of the textile industry. In the cotton industry 237 new fabrics were put into production with a total output of 200 million meters: gay red nubby sponge for dresses and suits, various designs of plaids, satins with all-over prints, glazed finish, and metal powder impressions; blended staple fabrics and imitation wool with a shrink proof,

wrinkle proof finish. Interesting fabrics have been created for light dresses based on the new textures and flowered prints with the latest designs.

At the same time the silk industry has introduced the production of 318 new fabrics with a total production of 32 million meters. Among the new silk fabrics are reps and poplins of various designs, dress and suit fabrics of acetate, strong jacquard fabrics and glittering metallic threads for evening dresses, velveteen with even pile, light gossamer and heavy multicolored kapron fabrics, etc. Fabrics have been created with all-over prints and water repellent finish that is also wrinkle proof, with flocked designs, and with all-over prints done in bright metallic colors. Production of artificial fur has been started.

510 fabrics of new types with a total production of 90 million meters have been introduced in the wool industry in 1959-1960. Among the new fabrics are light-weight suitings, prints, and for ladies' dresses a multi-colored fabric with the effect of fashionable, bright knit, and also fashionable soft and thin fabrics have been created.

The assortment of linen products has been expanded through new tablecloths, bedspreads, and towels. A whole group of new suitings and dress goods, multi-colored and solid color fabrics of cotton and staple yarns and flax fibers, and fashionable viscose silk have appeared. Contemporary drapery fabrics of new design have been created.

In the two years of the Seven Year Plan more than 300 styles of new curtain lace and embroidered products have been developed. Nearly 200 kinds of new curtain linen patterns have been produced by the knitting machines. The production of wide curtains has increased.

Achievements in the area of improving and expanding product assortment were shown by the workers of the textile industry at the All-Union Textile Products Exhibition. This exhibit was the textile workers' own account to the Soviet people of their work. 250 enterprises and scientific research organizations participated in the exhibit, showing nearly 30 thousand types of fabrics, rugs, curtain lace, linen and other textile products. Dresses, coats, suits, and various new clothing models were shown. The many visitors to the exhibit judged for themselves the creative effort of the textile industry workers, our remarkable spinners, weavers, finishers, engineers and technicians, dyers, artists, and designers. High praise was received by many weavers in the "Trekhgornaya manufaktura" Cotton Combine, at the Ivanovskiy Blend Mill, at the Orekhovskiy, Glukhovskiy, and Tashkent Plants, imeni V. Slutskaya, at BIM and many others.

Interesting displays were presented at the exhibit

by the Yakovlevskiy, Smolenskiy, "Zarya Sotsializma", imeni Shcherbakov, Darnitskiy, Kirzhachskiy, and Leninabadskiy silk combines and the silk combines imeni Sverdlov, Rigas Audums, Kauno Audinyay and others.

Many colors and shades were shown at the displays of the Moninskiy, Minskiy, Krasnodarskiy, and Bryanskiy combines, the Rostokinskaya, "Proletarskaya pobeda", Kuntsevskaya, and Kupanvinskaya Mills, and the enterprises of Ul'yanovskaya and Tambovskaya oblasts, the Lithuanian and Latvian SSR, and other Union republics.

The scientific research organizations have been working systematically to improve and expand product assortment. Thus, the Central Scientific Research Institute for Wool has developed a nitron, lavsan, and wool combination fabric. These fabrics have great durability, need little ironing and have the ability to retain pleats. Much work is being done in the utilization of used wool which will permit savings in natural fibers and production of additional quantities of inexpensive woolen fabrics.

The CSRI for Cotton collective has developed fabrics for children's wear with a nitron content. These are wool-like fabrics and have great warmth and water repellent characteristics.

The TsNIV is working on the creation of new fabrics and designs using new colors.

The TsNIL of the textile haberdashery industry has developed and put into production the technology of wrinkle proof dress cotton and curtain linen and applique (fiksatsiya) of kapron lace, embroideries, and tulle products.

Many thankful notes to the textile workers were left in the registry books by the visitors to the exhibit. However, alongside such notes were some critical observations. In them, for example, it was justly observed that the items seen at the exhibit still could not be bought in the stores. This signifies that the managers of several enterprises initiate production of new fabrics too timidly, delaying mass production. The Kheronskiy Cotton Textile Combine managers, for example, behave in this manner. New fabrics developed at this combine over a two year period were displayed at the exhibit. However, mass production of these fabrics has not been organized at this combine. The silk enterprises of the sovnarkhoz of the Georgian SSR have been lax in bringing their assortment up to date. In particular, the Tbilisi Silk Weaving Mill has been turning out fabrics with uninteresting designs and pallid color combinations. It is completely understandable that there is little demand for such fabrics.

Interesting types of new fabrics of cotton and staple fiber combinations are being turned out at the Ivanov-

skiy Blend Combine. However, mass production of these fabrics has not begun.

In the assortment of the linen industry there are whole groups of fabrics which are unsuited to consumer demand. This, for example, applies to coarse linen crash and partially to thin linen crash and several other fabrics.

All this testifies to the necessity of further improving work in the area of expansion and bringing the line up to date. It is necessary to study consumer demand constantly and carefully and to get new improved fabrics into production rapidly. It is important to shorten the time from development of new improved types of fabrics to the organization of their mass production.

The quality of the product is inseparably linked with assortment. The textile workers must turn out fabrics not only attractive in design but also durable, evenly wearing and without any defect whatever. In our industry valuable experience in the struggle for high quality fabrics has been accumulated. Thousands of industrial innovators and brigades of shock workers of communist labor work under the motto: "Make every fabric of top quality."

An excellent example in this respect is shown by a remarkable weaver, a Hero of Socialist Labor, Yuliya Mikhailovna Vecherova. Having achieved the highest productivity that the equipment permits, she turns out cloth only of excellent quality. Assistant Foreman Fetisov, of the fine fabrics mill "Osvobozhdenny Trud", shows patriotic initiative in the fight for high quality standards. All workers in the textile industry should equal these leaders of production.

Unfortunately, at many enterprises the fight for quality output has bogged down. An example of the breach of the assignment for first quality production is the Krasnovolzhskiy Combine. In 1960 this enterprise, with reduced quality, turned out coarse calico, articles number 598 and 599, print (nazhdma), article number 71, madapolam, article number 102. For the decrease in quality of fabrics that combine paid the Ivanovksiy Issue Basee 89 thousand rubles in fines. Many fabrics of reduced quality arrived at the same base from the Kokhomskiy and Teykovskiy combines and from the mills imeni E. Zinov'yev, Zhidlev, and others. It is necessary to eliminate such practice. The workers of any textile mill who have adopted advanced methods can and must produce only high quality fabrics.

## NEW REFRIGERATOR

Following is the translation of an article  
Yu. Fil'chenko in Trud (Labor), 9 June 1961.<sup>7</sup>

The collective of workers, designers, and engineers of the Prokop'evskiy "Elektroapparat" plant has started series production on the household electric refrigerator, "Kuzbass". 2,500 of these refrigerators will enter trade channels each month. The "Kuzbass" will be produced in the form of an elegant kitchen table with a 70-liter refrigerator capacity.

Production of the refrigerators is organized on the line method, all the processes being connected by conveyor lines. Recently the first consignment was turned out -- 200 "Kuzbass" refrigerators.

## THINGS NEEDED IN EVERY FAMILY

Following is the translation of an article by P. Tikkhomirov in Ekonomicheskaya Gazeta, 17 June 1961.

Suitcases, purses, wallets, belts, handbags, brief cases, school bags, leather gloves, and eyeglass cases are leather goods items needed in every family.

A great branch of light industry has been created in the USSR, turning out hundreds of millions of rubles worth of such products each year. It has proven itself and meets the demand with the facilities of the Moskovskaya Leather Products Factory, the Leningradskaya "Belep" Factory, the Bogorodskaya, Kiyevskaya, L'vovskaya, Odesskaya, Tashkentskaya, Vil'nyusskaya, Minskaya, Rizhskaya, and many other factories. Production has been mechanized at these enterprises and synthetic chamois and lacquer, artificial leather with a fiber base, plastics and polyethylene are used extensively.

These new synthetic materials permit improvement in quality of products and a wider assortment. The consumer, however, is not always able to purchase leather gloves, purses, pretty handbags, cuff souvenirs, eyeglass cases and watch straps in the stores. The leather goods industry satisfied only 60 percent of the demands of trade organizations in 1960.

For the satisfaction of consumer demand it is necessary to double production of leather goods in the next two or three years. This is a real problem. The Seven Year Plan, which envisages an 80 percent increase in the level of production, can be fulfilled not in 1965 but in 1963. For this it is required chiefly that the workers of the sovnarkhozes, planning organs and especially the suppliers alter their attitude to the leather goods industry and not consider its products as trifles.

Today we often encounter instances of disregard of the urgent needs of the enterprises -- not providing them with new technology, not giving them enough money for capital construction, and supplying them the necessary materials

only at the last minute.

The facts are clear when the sovnarkhozes even curtail production of leather goods. In 1961, for example, the Leningradskiy, Rostovskiy, Armenian, Latvian, and Moskovskiy (city) sovnarkhozes are planning to reduce production of these goods in comparison with last year.

From Baku a letter was sent to Moscow with a request for delivery of leather goods but the Azerbaidzhan Sovnarkhoz raised the issue of curtailment of production, alluding to the difficulties of the market. Actually, luggage and ladies' handbags of the oldest design are lying on the shelves of the Baku stores. Who is at fault in this? The sovnarkhoz itself.

The trade organizations of the Ukraine will require 27 million rubles worth of goods in 1961 but industry will supply only 20 million. It is hard to believe that in the republic where there are developed plants and qualified cadres a sufficient supply of leather goods cannot be turned out.

What is the state of affairs in the RSFSR? At the beginning of the year the sovnarkhoz resolved to raise the quality and expand the variety of leather products. However, the important thing is lacking in the resolution: the approaches are not mapped out for increasing output of these goods, especially in the rayons of the Far East.

The level of production at existing enterprises may be increased considerably through mechanization and the introduction of new techniques and advanced technology, and also conversion of many of the enterprises to double shift schedules. At many enterprises the engineering-technical personnel and the industrial innovators work in this fashion. At the Leningrad "Bebel'" Plant, for example, they have instituted welding of pellicular materials, artificial lacquer, synthetic chamois, and pavinol with high frequency currents. The welding method gives a solid and graceful bond. This permits improvement of the commercial aspect of the product, expansion of variety, increase in labor productivity, reduction of waste, and reduction of cost. Unfortunately welding has not yet found wide acceptance, even in the large factories. Progressive gluing and molding methods of manufacture are being mastered slowly.

The leather goods enterprises are in dire need of many types of equipment. They desperately need bending, riveting, and corner stitching machines, forming presses, machines for stretching glove leather, sewing machines for sewing gloves and presses for production of accessories. Manufacture of all this equipment can be organized at the machine building plants in each economic rayon. But this does not at all preclude the necessity for specialization if only in

one machine building enterprise in the RSFSR for manufacture of equipment for the leather goods industry.

At the same time the possibility should be considered of producing presses for molding products from cardboard, fiber, and synthetic materials at the "Medved'" Plant in the Orlovskiy Sovnarkhoz. Output of bending and corner stitching machines for the same purpose could be entrusted to the Leningradskiy "Vpered" Plant.

Until now the supply of leather to the enterprises has not been regulated. Today, as a rule, leather findings that cannot be used in footwear production are given to the poor; this is not quite proper, for many products in the leather goods business require good quality raw materials. Why then do our managers not take the example of the German Democratic Republic and Czechoslovakia in wide utilization of pigskin and sheepskin. Wonderful things are made from this raw material. They have taken the first step to this end in the Ukraine. In the Kiievskiy Sovnarkhoz at the Vasil'kovskiy Plant they have organized the processing of high quality glove leather from pigskin. The same possibilities exist in Belorussia, Kazakhstan, Uzbekistan, Moscow, Leningrad, Gor'kiy, and other places. All that would be needed is the desire.

The workers of the leather goods industry have serious grievances against the enterprises that turn out synthetic leather. Their production is not of high quality. The Kalinin "Iskozh" Combine, for example, puts out a leather substitute with fiber base in outmoded colors, except for dirty brown.

The enterprises of the leather goods industry need more synthetic lacquer, cardboard, and <sup>/spilok/</sup> with a polyvinyl chloride coating. From these materials are made some very attractive, durable, inexpensive handbags and suitcases. It is wholly necessary that the Aleksandrovskaya, Bogorodskaya, and Leningrad Artificial Leather Plants increase their production of artificial leather sharply in the next year or two.

Great prospects are opened up to the leather goods industry in connection with the development of production of synthetic pellicular materials. But this year the enterprises have received very little pellicular materials to support the production of leather goods. At the "Nogin" factory of the Moskovskiy City Sovnarkhoz and at the Kalinin "Iskozh" Combine production of pellicular materials can be expanded -- here it has been already two years with no action for importing the equipment needed for the production of 15-20 million square meters of pellicular materials a year.

Today the greatest need of the enterprises is in the

area of accessories. Without good locks, refined handles, solid hinges and reliable clasps it is impossible to produce elegant handbags and attractive and good quality brief cases, suitcases, and other items. Craftsmanship becomes improbable and the quality leaves much to be desired.

Meanwhile a number of specialized enterprises, sovnarkhozes, and the local industry departments of the executive committees of the Soviets have been running on orders having nothing whatever to do with the production of accessories.

The plants that produce zippers are poorly equipped and are not supplied with metal, especially brass. To make good zippers a special twill band with a flange is needed. Our factories can make this but the sovnarkhozes and planning organs consider this a trifling matter and do not want to bother with it.

The sovnarkhozes and the local industry departments of the executive committees of the Soviets must organize centralized production of accessories. For this 10-15 small metal-working plants are needed and they must be supplied with up-to-date equipment and given cold rolled sheets and a good quantity of non-ferrous metals.

Very few warm leather gloves are being produced in the country -- in 1960 fewer than 5 million pairs were made. This production does not suffice. This signifies that there is not enough specially woven yard goods. For the production of warm leather gloves a light flannel of not more than 200-220 grams per square meter is required. But the enterprises receive heavy flannel of more than 300 grams per square meter. With such cloth good quality gloves cannot be produced.

The consumers complain about the poor quality of the production of many factories. Ladies' handbags produced in Khar'kov have been lying on the store shelves. The story is the same with the handbags produced at the Alma-Ata, Rostov, Kazan', and Kursk factories. In Chel'yabinsk (Troit-skiy Combine) one and the same model handbag of canvas and shoemaker's cloth has been produced for more than 10 years. The assortment of suitcases is poor.

One of the basic causes for the impoverishment of assortment of leather goods is the backwardness of design. The consumer is showing much greater demand for these products. Their construction, finish, color, and design should be matched carefully with clothing, footwear and headwear. It should be added that each factory should have its own designers, for whom suitable conditions would have to be established for creative work. Unfortunately, until now not a single institute trains these cadres. It would fall to the Moscow Technological Institute for Light Industry, if only

to have one or two groups of senior studies to specialize in the area of design.

Leather goods, the demand for which grows every day, can and must be produced in all the economic rayons. The main reproach for the absence of these goods goes to the workers of the sovnarkhozes, the local industry departments and the planning organs.

## DOMESTIC TRADE

### UKRAINIAN RETAIL TRADE

Following is the translation of a table in  
Ekonomika Sovetskoy Ukrayny (The Economy of  
the Soviet Ukraine), No 2, March-April 1961,  
page 128.<sup>7</sup>

#### TRADE

##### Retail Commodity Turnover in State and Consumers' Cooperatives in the Ukrainian SSR

(millions of rubles)

	1959	1960	1960 as % of 1959
Total Retail Commodity Turnover (Excluding Turnover of mili- tary trade and commission trade of the Ukrainian Coop- erative Society (Ukoopsoyuz)	11,900.0	12,885.1	108.3
of which:			
Turnover of retail net- works	10,681.9	11,554.4	108.2
Turnover in public dining establishments	1,218.1	1,330.7	109.2
Breakdown of Retail Turnover:			
Ministry of Trade	5,062.7	5,698.4	112.6
Ukoopsoyuz	3,805.0	4,112.2	108.1
Departments of worker sup- ply and other trade organi- zations	3,032.3	3,074.5	101.4

CONCU

## CONSUMERS' COOPERATIVES ARE THE ORGANIZING FORCE FOR AGRICULTURAL SURPLUSES

Following is the partial translation of an article by E. Lekhova in Sovetskaya Torgovlya (Soviet Trade), No 5, May 1961, pages 5-8.

The January (1961) plenum of the Central Committee of the CPSU planned a broad program for further development of agricultural production and a guarantee for uninterrupted growth of production of wheat, meat, milk, industrial crops and other products so that the growing consumer demand for products of agriculture and stock-raising will be fully satisfied and their production will outstrip consumer demand.

An important means for fulfilling this task is the correct organization of state procurement of agricultural products. In recent years production and state procurement of all agricultural products has greatly increased. However, the achieved level and rates of growth of production and state procurement of agricultural products, especially livestock, are not enough to provide for the growing demand for meat, milk, butter and several other food products.

The Central Committee of the Party and the USSR Council of Ministers have considered it necessary to rebuild and improve the organization of state procurement of agricultural products and to conduct state purchases of wheat, meat, milk, industrial crops, and other agricultural products and raw materials through contracts concluded by negotiations with the kolkhozes and sovkhozes.

The rebuilding and improvement of the organization of state purchases will raise the initiative and interest of the kolkhozes and sovkhozes in the further development of agriculture and will insure the uninterrupted growth of agricultural production and much better satisfaction of the demand of the cities.

Together with this, great significance is acquired in the organization of the market for surplus agricultural

products of the sovkhozes and kolkhozes left over after the sale of products to the state. The quantity of these surpluses will continually grow in connection with the further increase in the level of agricultural production.

In spite of a number of existing deficiencies in the organization of commission trade in agricultural products, its turnover has grown from 2.2 billion rubles in 1954 to 7.9 billion rubles in 1960 (in old prices). In the total trade of kolkhoz markets, the turnover of commission trade was 8.6 percent in 1955, 15 percent in 1957, and 19 percent in 1960. The products emanating from the kolkhozes are sold on the whole through the commission trade of consumers' cooperatives. The products of the kolkhozes comprised only 5.3 percent of the turnover in kolkhoz markets in 1960 (251 cities).

The share of the kolkhozes in the sale of agricultural products on commission basis and in the kolkhoz markets is shown in the following table:

SHARE OF THE KOLKHOZES IN COMMISSION TRADE AND IN  
KOLKHOZ MARKETS FOR VARIOUS PRODUCTS

	(in percent of total sales)	
	Percent of Commission Trade	Percent of Trade in Kolkhoz Markets (251 cities)
Flour and Wheat	55	8
Vegetables	62	17
Domestic Fowl	88	29
Eggs	62	7
Milk	69	19
Meat	23	3

These data bear witness to the great reserves for further development of commission trade in agricultural products and, consequently, to the necessity for the procurement organizations of the consumers' cooperatives to establish closer agricultural ties with the kolkhozes.

The commission trade in agricultural products in the cities has proven a continuous active influence on price reductions in the wholesale markets. The prices for the most important agricultural products in commission trade in 1960 were 17 - 18 percent lower than the prices at the kolkhoz markets.

As a result of the systematic reduction, a gradual approximation of the commission trade prices to the state retail prices took place. For example, the prices of commission trade were higher than the state retail prices (for a comparable group of goods) by 13 percent in 1958, by 9 percent in 1959, and by 8.7 percent in the third quarter of 1960.

Beginning in the second half of 1959 a reduction in turnover in commission trade in agricultural products took place, especially in the cities of the Lithuanian, Estonian, and Latvian SSRs and in many oblasts, krais and autonomous republics of the RSFSR, which caused a reduction in the turnover for commission trade in the country as a whole.

In comparison with the corresponding period in 1959, the sale of agricultural products through commission stores in the RSFSR in 1960 came to 87 percent in the first quarter, 81 percent in the second quarter and 79 percent in the third quarter, (in constant prices).

Of 71 consumer societies in the RSFSR, more than 50 societies reduced their commission trade turnover in 1960. These included such big consumer societies as the Rostov, Kirov, Novosibirsk, Gor'kiy, Perm', Kalinin and Ul'yanovsk.

In certain cities (Leningrad, Petrozavodsk, and others) commission trade in agricultural products has been eliminated and the consumer cooperative stores have been transferred to state trade.

In a number of instances the local organizations underestimated the significance of commission trade in the market for agricultural surpluses of the kolkhozes and kolkhoz workers and took measures for the reduction and even complete cessation of sale in the consumer cooperatives of meat and milk products sold on a commission basis.

Owing to the wrong actions of a number of organizations in many cities last year, not only did commission trade not develop but it even retrogressed. In Novosibirskaya Oblast the kolkhozes almost completely stopped giving meat, milk products, vegetables, and potatoes to the consumers cooperatives in connection with which their sale in the cooperative stores of Novosibirsk and other cities in the oblast. In 1958 2,230 tons of meat were sold through commission trade, while in 10.5 months of 1960 only 97 tons were sold.

The Novosibirsk municipal and oblast of trade administrations have offered to close commission trade stores for agricultural products in the cities of Novosibirskaya Oblast and have obtained decisions from the executive committee on elimination by the consumer societies of four of the best stores. These incorrect actions of the Novosibirsk executive committee were hotly debated and the wrongs were righted.

The reason for the substantial reduction of turnover in commission trade is found in the fact that the kolkhozes, and especially the kolkhoz workers, frequently have not been satisfied with the existing order of accounts in accord with which 50 percent of the cost of products taken by the commission traders is paid the kolkhozes and kolkhoz workers right away and the other 50 percent is paid after sale.

In connection with the fact that different price levels exist at the kolkhoz markets of the various rayons in the country, the kolkhoz workers and individual kolkhozes ship their surpluses to kolkhoz markets often at considerable distance from the places of production. In this the kolkhoz workers have been diverted from productive labor in the kolkhozes, have borne great transport and storage expenses, and have sustained great losses. Trucks and railroad cars have been used inefficiently. These unproductive expenditures, in the final analysis, are shifted to the consumer.

N. S. Khrushchev, in a speech at the January Plenum of the Central Committee of the Party, brought out examples of how apples are shipped by truck from Zaporozhiye to be sold in Belorussia. There were instances when apples were brought to Khabarovsk by plane.

"The job must be organized so that the surpluses which the state does not buy, especially from the kolkhoz workers, are taken up by the cooperative," said Nikita Sergeyevich.

The rebuilding and improvement in organization of state procurement and also the measures for radical improvement of the organization of the market for surplus agricultural products, which are being conducted in conformity with the resolutions adopted at the January (1961) Plenum of the Central Committee of the Party, completely serves the interests of the state, the kolkhozes, the sovkhozes, and the people.

The consumers' cooperatives are obliged to increase their buying from kolkhozes and especially from kolkhoz workers of surplus agricultural products which the state does not buy, and sell them both at the local market and in other rayons of the country at prices which are related to those of the local markets.

Purchases are made: from kolkhoz workers and other citizens at prices which agree with theirs; from the kolkhozes (after fulfillment of their obligations for sale of agricultural products to the state) on the existing commission basis in agreed prices by advances in the amount up to 75 percent of the stipulated price of the product.

For the management of purchases and the further development of the trade in agricultural products in the cities and in the rayon, oblast, kray and republic consumer

societies and in the Tsentrosoyuz, autonomous sections for marketing of agricultural products (estimated by the kolkhoz) have been formed on a democratic basis with the participation of the kolkhozes and consumers' cooperative societies as members of the sections created in the rayon consumers' societies.

Vested in the autonomous sections are: the organizational and management work for the purchases and receipt of commission products; purchase and sale price, intelligent, timely and correct estimates with the kolkhozes and kolkhoz workers; study of the market competition; organization of help to the kolkhozes and kolkhoz workers in the selection, quality, size, packaging and processing of the products that they deliver.

Cooperative organizations are taking steps for broader development of trade in agricultural products in the cities and workers' settlements, starting with the kolkhoz markets and also with specialization of the trading network.

The prices at which the cooperative society sells the agricultural products which it buys from kolkhoz workers and other citizens are set by the directors of the appropriate cooperative society.

A wide selection of products of high quality and desirable to the consumer should be in the specialized consumers' cooperative stores that are opening in the cities to deal in agricultural products.

The procurement arm of the consumers' cooperatives is widely recruited for the insurance of a stable selection of products in the municipal cooperative stores.

The basic buying season is approaching, in which the cooperative organizations and, primarily, the autonomous sections for agricultural product marketing organized at the consumers' societies must see to the formation of reserves for uninterrupted trade through the course of the whole year.

Besides the management of purchases of agricultural products from kolkhoz workers and the agricultural surplus marketing organizations in the cities, the autonomous sections of the Tsentrosoyuz and the consumers' societies are charged with the development of inter-republic and inter-oblask trade in agricultural products. New conditions are opening great prospects for such work.

Considering the problems of the development of municipal cooperation, we should talk about the experience of the Krasnodar Consumers' Society. In Krasnodar in December 1960 the first cooperative market in the country was organized for trade in agricultural products taken on a commission basis from kolkhozes and bought from kolkhoz workers. Before this the kolkhoz market took a relatively large share

in supplying workers in the cities, and a small amount of agricultural products was sold through commission stores. For example, about 20% of the meat and poultry, more than 30% of the eggs, up to 50% of the vegetables, and two thirds of the vegetables and fruits were bought by the public in kolkhoz markets.

After the opening of the cooperative market the proportion of commission turnover in total commission and kolkhoz trade increased from 10-15% to 50%.

The prices for products of one and the same quality here are uniform and, as a rule, each is lower than the price at the kolkhoz market.

The Krasnodar Consumers' Society has concluded agreements with the Georgian and other consumers' societies for inter-republic exchange of products. The cooperative market will receive a large assortment of goods which include some not produced in the Krasnodarskiy Kray.

The cooperative organizations of other oblasts, krays, and republics which have opened trading networks in the kolkhoz markets can take advantage of the experience of Krasnodar and organize buying and trade in agricultural products.

The Fifth Assembly of the Tsentrrosoyuz Council was devoted to the problems of the further development of agricultural product and raw material buying by the consumers' cooperatives and the organization of the market for agricultural surpluses.

The Council confirmed a number of important measures which should assist the execution by the consumer cooperative organizations of decisions made at the January (1961) Plenum of the Central Committee of the Party.

The necessity for fulfillment of the state procurement plans was particularly emphasized. The consumers' cooperative organizations must skilfully combine fulfillment of the state plans with maximum expansion of the work in marketing those agricultural products belonging to the kolkhozes and kolkhoz workers which the state does not buy.

The Council obliged the consumers' cooperative organizations (where it is considered necessary) to open local stations to receive in season milk, eggs, potatoes, vegetables, fruits, and strawberries from the kolkhoz workers and other citizens to permit a considerable increase in the level of buying and greatly reduce losses connected with the transportation of fresh products over great distances. Special attention was paid to the expansion of the selection and improvement in quality of production.

The increase in the level of buying permits us to produce prepared products in considerable quantities, especially sausages, smoked pork, butter, and milk products as well as semi-prepared items from the raw materials pur-

chased from the kolkhoz workers and taken on commission from the kolkhozes (with their agreement) and to produce items with them for trade in the cities and workers' settlements.

The organization of the market for surplus agricultural products of kolkhoz workers and kolkhozes and the broad development of trade with them in cities and workers' settlements demands maximum development of commercial initiative from the consumers' cooperative organizations and study of market competition and retail prices and skillful, careful management.

All this will greatly foster further growth of agricultural production and more fully satisfy consumer demand for agricultural products in the cities.

## PUBLIC CATERING ON A LARGER SCALE

- USSR -

Following is the translation of an article by V. Maksimov in Narodnoye Khozyaystvo (The National Economy), No 5, May 1961, pages 74-77.

Among the measures of the Communist Party and the Soviet government for increasing the national welfare and improving the daily lives of the workers, an important place is occupied by the development and perfection of public feeding. Before the Party, soviet, and trading organizations has been set the problem of making public feeding more comfortable and larger in scale.

After the resolution of the Party and the state on further development and improvement of public feeding was made known in 1959, definite work took place in our country. In the two following years the network of public eating places expanded by 1,107 enterprises -- more than 34,000 places. Besides this, through rational utilization of the existing dining-rooms, tea-rooms and coffee shop-snack bars the Ministry of Trade alone added 1,400 seats. The shops that sell culinary products and snack bar automats, as well as the new types of service and dining rooms and snack bars specializing in national dishes have received the deserved approval of the public.

The development of the trade network, the introduction of progressive types of service and the equipping of the enterprises with technological and refrigerating equipment has provided the potential for surpassing the plan for public feeding commodity turnover, considerably increasing the proportion of value added, and expanding the assortment of dishes served in the next two year period.

Together with this there exist many inadequacies in public feeding. First of all, the needs of the workers are not satisfied. In the towns and workers' settlements of the republic there are only 19 seats per thousand residents

against a norm of 40 and in Tselinograd, Dzhambul, Gur'yev, Ural'sk, Petropavlovsk, still fewer. Many of the enterprises in Alma-Ata (city) (at the Tire Repair Plant, the Fur Factory, Brick Factory No 3, and motor depots No 6 and 13) do not have their own dining rooms. Things are the same at two mines in Dzhezkazgan, the Garment Factory at Semipalatinsk, and at 63 institutes and republic technikums.

In many towns, sovkhozes, mines, and surface-mining operations the public feeding enterprises are placed in tight quarters in which there is no plumbing. All this does not permit the installation of mechanized equipment and worsens the sanitary conditions of the dining rooms. For example, at mines No 35 and 101 of the Karagandinskiy Sovnarkhoz, the dining rooms are situated in basements in which there is neither daylight nor dressing shops.

Such a situation arose because neither the Kazpotrebsoyuz, the Ministry of Agriculture, the Main Administration of the sovkhozes of the republic, nor the worker supply departments and food supply departments of the sovnarkhozes have systematically allowed for construction of dining rooms, snack bars, cafes, or kitchens in the buildings.

In the plan of the Kazpotrebsoyuz, for example, 270 dining rooms were to be put into operation in 1959-1960 but only 96 were completed, of which 38 of 172 were put in the oblasts of the virgin land region. The reason for the break in plans was the failure of the Kazpotrebsoyuz managers to fully appreciate the national importance of the task. The following facts speak eloquently about this. The managers did not procure enough building materials, did not strengthen the building and installation departments with cadres, did not provide building designs at the right time, etc. The potential for the Kazpotrebsoyuz to fulfill the objectives of the construction plan were not bad. In particular, it received a large loan but did not use it with maximum efficiency.

The expansion of the public feeding network in the republic is hampered also because many municipal executive committees do not devote space for dining rooms, cafes, snack bars, and domestic kitchens in spite of a great deal of housing construction. Recently, in Tselinograd, Dzhambul, Petropavlovsk, and Kokchetav hundreds of thousands of square meters of housing were built but in not a single one of them was there installed an area for a public feeding enterprise.

Many measures for the development of public feeding have been mapped out for 1961. Goods sold should grow 3.7 percent in comparison with 1959 and increased value -- 10 percent. The proportion of increased value in their sales should be 50 percent. It is planned to open another 630

public feeding enterprises with more than 27 thousand seats. Dining rooms are to be organized at each enterprise -- factory, plant, mine, construction project and sovkhoz, in all the institutes and technical schools, and in regular schools.

Meanwhile, the results of the first quarter show that the construction tasks for public feeding enterprises are not being fulfilled. As before, things are in a bad way in the Kazpotrabsoyuz system. The deficiencies of last year are not being eliminated. The Kazpotrebsoyuz managers and also its capital construction department have not taken decisive steps for the build-up of the construction organization with materials, technology, and cadres. Worse than that they do not at all know where and how to build public feeding enterprises and cannot name those objectives which are aimed at getting them into operation. How then, in such a case, can it influence the course of construction?

A similar situation exists in the system of the republic Ministry of Trade. Its capital construction department, through the whole first quarter, has been in complete ignorance of the state of construction work in places and, worse than that, has not fully worked out the documentation for the Board of Ministries for this year and has not once discussed the question of the progress of construction of dining rooms, tea rooms, and other installations.

The gap in the plans for building public eating enterprises does not evoke serious anxiety in the rayon and oblast party and soviet organizations. They poorly control the work of the building organizations of Kazpotrebsoyuz and the Ministry of Trade and, principally, do not pose the question of stepping up the tempo of work.

An important problem is the conversion of dining rooms and snack bars to handling semi-prepared items. Besides the economic advantage, realization of this measure permits lightening the cooks' labor, frees personnel for the newly opened dining rooms and raises labor productivity through use of prepared foods. In Moscow, Leningrad and the Ukraine this work has already been concluded, but in recent years only 18 percent of all the enterprises have converted to handling semi-prepared items. This year, for example, instead of the planned 43 dining rooms and snack bars only 28 have been converted. In a number of oblasts (Gur'yevskaya, Kokchetavskaya, and others) there is not a single dining room-storing place (stolovaya-zagotovitel'naya), not a single domestic kitchen. All this hinders full supply of meat and fish semi-prepared products, cleaned potatoes and vegetables, borsch and soup ingredients, and sauces to the dining rooms and tea rooms. Incidentally, the meat, fruit and vegetable combines of the republic should be attracted to this work. They have the possibilities for production of

semi-prepared items. But the trouble is that neither the workers in the combines nor the workers in trade pay any attention to this matter.

The conversion of the enterprises to working with semi-prepared items and the introduction of other measures can lead to greater production cost reduction and this in its turn reduced the cost of meals! There are many examples in the republic which show that the size of pride increases drops significantly through savings in operations. Today there are 550 enterprises where price increases have been greatly reduced. In 1959 and nine months of last year the cost of feeding in the Ministry of Trade has fallen one million rubles. In the factory dining rooms of the Balkhashkiy Prodsnab in the Karagandinskaya Oblast, price increases for meals amount to only 12 percent; in the Dzhezkazganskiy Prodsnab, 8 percent instead of the 20 percent maximum. In the school buffets and dining rooms of Chimkent meals and breakfasts are sold at cost. Besides this, 200 grams of milk a day are given to the students without charge.

However, the work on reducing the cost of meals is still not sufficient. The trade organizations and enterprises are poorly exploiting the existing potential for additional utilization of local agricultural products in public feeding. This occurs most of all in Atkyubinsk, Ural'sk, Kokchetav, and Petropavlovsk.

A serious deficiency is represented by the low level of mechanization in public feeding. The majority of them do not have technological equipment. For example, 15 percent of the enterprises of the system of the Ministry of Trade, 40 percent of the system of Kazpotrebsoyuz, and 55 percent of the worker and food supply departments are not equipped with refrigeration facilities. Neither are there mechanized meat grinders, kneading machines, vegetable slicers, bread slicers, and dish-washing machines. At many enterprises the food preparation is done by hand, although there is equipment in the warehouses of the trade organizations. Also, the equipment that is installed is often used inefficiently.

What comes out of the mounting situation? First of all, we must put in order the plan for installing equipment. The fact is that the trade organizations make claims, unfounded on their demand, make urgent requests for machines and implements, and when they get them they either do not take them in or dump them in the storehouses. It is true that several enterprises install equipment but they do not use it to the fullest extent.

The question of development of public feeding in rural areas in the virgin lands region stands out. At the plenums of the Central Committee of the Party and in the

speeches by Khrushchev at conferences in Kazakhstan much attention was given to the necessity of creating in the sovkhozes organizations for inexpensive and tasty meals. "In the interests of more active engagement in social production by workers, employees, and members of their families," said Khrushchev, "it is necessary to organize kindergartens and nurseries and have good dining rooms at all the sovkhozes at which not only the sovkhoz workers but also the members of their families might eat and take meals home and also buy milk and meat products. It is necessary to insure that the meals are tasty and worth their price so that eating in dining rooms will be more appealing than eating at home."

Such dining rooms do exist in our republic. They free a considerable work force. In particular they permit many women and mothers to work. This is especially important in the virgin lands region where there is not enough labor and the level of work is very high. Let us take the dining room of the "Yarlenkiy" Sovkhoz of the Severe-Kazakhstan Oblast. The cost of three meals a day comes to 50-60 kopecks, as the sovkhoz products are used at the planned cost. The food is prepared in a tasty manner, garnishes are prepared at the requests of the diners, subprodukty are widely used.

Tasty and inexpensive meals are available at the dining rooms of the sovkhozes imeni Kirov and Sverdlov in Kustanayskaya Oblast, the "Khmel'nitskiy" Sovkhoz in Pavlodarskaya Oblast, and the Gastello Sovkhoz in Tselinogradskaya Oblast. Here workers and employees eat with their families, and many take meals home.

Unfortunately, public dining is not too far along in all the sovkhozes. It is sufficient to say that many sovkhozes in the republic do not have their own dining rooms. Of these, seven sovkhozes in Karagandinskaya Oblast, eleven in Kzyl-ordinskaya, 35 in Kustanayskaya, and seven in Semipalatinskaya.

Many sovkhozes do not raise potatoes, vegetables, groats and leguminous products. As a result they are forced to buy these products from the workers and employees of the sovkhoz who have private vegetable gardens. There are many housewives who do not have vegetable reserves for winter. Thus, the Sovkhoz imeni Voroshilov in Tselinogradskaya Oblast had no potatoes in store whatever for the winter and had set aside only five tons of vegetables. Often sovkhozes deliver products to the dining rooms at prices which exceed planned cost and therefore three meals a day cost 1 ruble 40 kopecks to 1 ruble 60 kopecks. In the "Zarechnyy" Sovkhoz of the same oblast they delivered beef for 1 r. 40 k. against a planned cost of 1 r. 4 k. and vegetables for 15 k. instead of 8 k.

It is necessary to put the sovkhoz dining rooms into proper order, improve the quality of the food and reduce its cost. The experience of those dining rooms where they supply the products easily at the planned cost and utilize transportation, the premises, heat and light without cost, should be broadly disseminated.

The problem of cadres stands out sharp. Currently cooks, chefs, and other specialists in public catering are lacking. For this reason the training of cadres od cooks in professional-technical schools, courses to raise qualifications in culinary-vocational schools and by individual instruction should be extensively developed.

More than 100 public feeding enterprises in the republic are now vying for the title of Collective of Communist Labor. This honorary title has already been awarded to Dining Room No 4 of the Pavlodarskiy Dining Room and Restaurant Trust, Dining Room No 2 in Karaganda, Dining Room No 75 in Alma-Ata, and several others. All enterprises should equal these. It is necessary that the dining rooms, restaurants, and cafes prepare high quality food, have large selections, and fulfill their turnover plans.

The managers of trade organizations are obliged to observe the principle of first-class, uninterrupted food supply to the public feeding enterprises. The number of snack bars and dining rooms serving pel'meni, pancakes, pastries, national dishes, and dietary foods must be increased in the cities and workers' settlements.

All the conditions for a sharp improvement in public feeding are present in the republic. The party, trade union, and komsomol organizations should undertake this job. Their duty is to strengthen control over the work of the dining rooms, spread advanced methods, and strive to have public catering enterprises satisfy the demands of the workers to as great an extent as possible.

## WHOLESALE TRADE IN CONSUMER GOODS

Following is the partial translation of an article by Z. Pariyskaya in Sovetskaya Torgovlyya (Soviet Trade), 8 June 1961, page 27.

The basic task of Soviet wholesale trade is the timely and uninterrupted delivery of the growing commercial volume from the enterprises of industry to the retail networks in conformity with the plans for commodity turnover and consumer demand.

The wholesale bases have warehouses where inventories are kept: current, seasonal, and reserve. The first serve for regular retail supply. The second arise in connection with the fact that the periods of production and sale of a number of goods do not coincide. Reserves are maintained for long periods of time.

Wholesale trade in the basic consumer goods is concentrated in the system of the Ministries of Trade of the Union republics. Its operational management is handled by wholesale offices having their own bases.

In their role in the process of the movement of goods, the wholesale bases break down into outgoing (vykhodnyye), commercial (torgovyye), and trans-shipping (perevalochnyye) types. The first distribute in the areas of production, some being located at the area of the industrial enterprises and forming the market for their output and other concentrating the output of a number of factories. For example, the outgoing base of Rosobuv'torg at the "Parizhskaya Kommuna" Factory receives footwear directly from the shops of this enterprise. The Ivanovskaya outgoing base of Rostekstil'torg assembles fabrics put out by 14 factories in the oblast. Here the goods are sorted and stacked.

The commercial bases supply the retail network distributed within a given territory. The areas of their activity may be limited to the boundaries of a republic, kray, oblast, several oblasts, or a group of administrative rayons. Separate bases of Roskhoztorg, Roskul'ttorg, and Rosgalantereya service the trading organizations of two or three adjacent

oblasts. Rostekstil'torg has an especially extensive network; in many oblasts there are two or three bases.

Many outgoing bases also fulfill the functions of commercial bases giving centralized delivery of goods to nearby stores. The practice of commercial bases executing the outgoing functions has also received wide proliferation in the purchase of goods from the enterprises located within the limits of their activity and shipment to other oblasts, krays and republics.

The transfer bases play an important role in supplying rayons far from railroads, for example, Yakutiya in Kamchatskaya Oblast. Goods are brought here by railroad in such amounts as to accumulate the necessary stocks by the opening of navigation. Specialized transfer bases have been created also for the purpose of utilizing cheap water routes for bulk shipments, salt and petroleum products, for example.

The building of an apparatus for wholesale trade by the consumers' cooperatives has been dictated by the nature of the distribution of retail trade networks, decentralized over a vast territory, often at great distances from railroads. The warehouses of the rayon consumers' society form local links in the chain.

The next, medium-size link is an inter-rayon base for the oblast, kray, and (in the ASSRs) republic potrebsoyuz. In recent years a number of inter-rayon bases have grown in their role in the supply of retail outlets in conjunction with the increase in the size of trade. Further expansion of networks of these bases and strengthening of their warehouses which will aid in the perfection of centralized delivery, reduction of the number of links and the development of direct ties with industry for a number of goods is in prospect.

Wholesale organizations of the republic consumers' societies and Tsentrrosoyuz are growing up in the production rayons and are buying various items from industrial enterprises, including household and domestic items and also haberdashery and products for industrial purposes.

The Glavkoopposyl'torg (Main Cooperative Trade Package Society) of the Tsentrrosoyuz, which engages in wholesale haberdashery trade, sends parcels directly to the rayon and village stores in considerable quantities. To a lesser degree this is practiced also by Glavkoopkul'torg. The wholesale parcel trade of the consumers cooperative societies is growing in scale constantly. This permits speedy movement of a number of products of complicated assortment to villages and avoids extra motion and, in the final count, reduces costs.

One of the most important assignments of Soviet trade is the efficient organization of the movement of goods. For

speedy solution of this problem top level significance attaches to the strengthening of the contacts of industry with the area of consumption and uninterrupted flow of goods in the necessary quantities and assortments, more efficient utilization of various means of communication, and minimal cash expenditures. As a result patterns of flow of goods take shape which are basic for the operational planning of traffic. Such patterns have been established, in particular, for sugar, salt, confectionary, tobacco, maccaroni products, table salt, and other goods.

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